

FAX# 703-516-9680 SEP18/12 15.19
HARRIS REPORT FROM REP *** WFLA-TV ***
CHANGES

REP. #	OFF. #	SALESMAN #
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BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

CLASS: NATL. LOCAL REGIONAL

FRDCT OBAMA FOR AMERICA EST#J768 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP18/12	15.19
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REP: CREDIT

SEPT3 CANCELED ON LN'S 5 AND 23
NEW TTL \$37,720
\$ MOVED TO HDLN #6318737
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	S		200F-300P	30		\$250.00	9/13	9/14	1		TH-F	1
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1768												
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												

703-516-9680
FROM REP SEP18/12 15.19
CHANGES ** WFLA-TV **

SEP/12 37720.00

CONTRACT TOTAL	37720.00
TOTAL SPOTS	46

SVC- NSI
DEMOS- RA3E+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS:: PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 774 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots	1	1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots	2	2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots	2	2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots	2	2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots	2	2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots	2	2	300
9	M-F 5p News ...TF..	03	900	30 Comme	Nbr of Spots	2	2	1800
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Local

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Washington DC 20007

Barack Obama/ D/ President
Submission Number 774 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Barack Obama/ D/ President	Submission Cost:	37720	Campaign Ref:	E:120912024
Buyer:	..	Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	Nbr of Spots 2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	Nbr of Spots 2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	Nbr of Spots 2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	Nbr of Spots 2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	Nbr of Spots 2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	Nbr of Spots 2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	Nbr of Spots 2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots 1		1	3000
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1		1	3600
21	Sat 6p News	03	700	30	Nbr of Spots 1		1	700
Weekly Totals: Total Spots(Ord Spots)					43	3	46	
Closed PR					2		2	

Local

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1010 W/consln Ave
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Barack Obama/ D/ President
Submission Number 774 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

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Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
22	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots 1		1	650
23	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots 2		2	600
24	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1		1	750
25	Sun 630p ET / 530p CT NBC Nightly NewsS	01		30 Comme	Nbr of Spots Closed PR	1	1	
26	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots 1		1	500
27	M-Su 11p News ...TF..	03	1250	30 Comme	Nbr of Spots 2		2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots 1		1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme	Nbr of Spots 1		1	2000
Weekly Totals:					43	3	46	
Total Spots(Ord Spots)					2		2	
Closed PR								

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	M-F 2p Rachael Ray	:30 Commercial	09/10/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120912024
25	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120912024

Local

Grand Totals

		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	46	43	3
Cost	37720	31920	5800

Grand Totals:

Spots:	46
Gross Total:	37,720.00
Commission:	5,658.00
Net Total:	32,062.00

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6312947 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE) E: 120912024

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP12/12 13.40

REP: NEW ORDER
 TTL \$42,970 @48X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 35 AGENCY EST# = 1768
 AGENCY PRODUCT CODE = 101

1			1135P-1237A	30		\$650.00	9/13	9/14	1		TH-F	1
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PROGRAM : THE TONIGHT SHOW
 CON COM1: THE TONIGHT SHOW

9/13/12 FFC (S)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$160.00	9/13	9/14	2		TH-F	2
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
3			1237A-136A	30		\$200.00	9/13	9/14	2		TH-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1 : LT NITE W/JIMMY FALLON												
4			1200N-100P	30		\$200.00	9/13	9/14	2		TH-F	2
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
5			200P-300P	30		\$250.00	9/13	9/14	2		TH-F	2
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
6			300P-400P	30		\$450.00	9/13	9/14	2		TH-F	2
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
7			400P-500P	30		\$600.00	9/13	9/14	2		TH-F	2
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
8			500A-530A	30		\$150.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
9			500P-530P	30		\$900.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												
10			530A-600A	30		\$250.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												

SEP12/12 13.40
*** WFLA-TV ***

LINE#	REP	CU	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			1000P-1100P PROGRAM : REVOLUTION CON COM1 : REVOLUTION	30		\$3,600.00	9/17	9/17	1		MON	1
21			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$700.00	9/15	9/15	1		SAT	1
22			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$650.00	9/15	9/15	1		SAT	1
23			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1 : NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/15	9/15	2		SAT	2
24			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$750.00	9/16	9/16	1		SUN	1
25			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$5,000.00	9/16	9/16	1		SUN	1
26			800A-900A PROGRAM : SUNDAY TODAY CON COM1 : SUNDAY TODAY	30		\$500.00	9/16	9/16	1		SUN	1
27			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1 : NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/13	9/14	2		TH-F	2
28			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1 : TODAY SHOW 3	30		\$200.00	9/17	9/17	1		MON	1

REP HEADLINE# 6312947
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 CROOK WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 SFP12/12 13.40
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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29			630P-700P	30		\$2,000.00	9/17	9/17	1		MON	1
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
SEP/12 42970.00												

CONTRACT TOTAL 42970.00
 TOTAL SPOTS 48

MARKET TOTALS \$85,575 WFLA 24% WTSP 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI
 DEMOS- RA351*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	42970	Campaign Ref:	E-120912024
Buyer:		Client/Product/Estimate:	95 /101 /1768	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06312947
Est./PO Number:	06312947	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ..TF..	03	650	30 Comme	Nbr of Spots	1	1	650
2	M-F 11a Daytime ..TF..	03	160	30 Comme	Nbr of Spots	2	2	320
3	M-F 1237a ET / 1137p CT Late Night ..TF..	03	200	30 Comme	Nbr of Spots	2	2	400
4	M-F 12p Today Show III ..TF..	03	200	30 Comme	Nbr of Spots	2	2	400
5	M-F 2p Rachael Ray ..TF..	03	250	30 Comme	Nbr of Spots	2	2	500
6	M-F 3p Doctors ..TF..	03	450	30 Comme	Nbr of Spots	2	2	900
7	M-F 4p Dr Oz ..TF..	03	600	30 Comme	Nbr of Spots	2	2	1200
8	M-F 5a News ..TF..	03	150	30 Comme	Nbr of Spots	2	2	300
9	M-F 5p News	03	900	30 Comme	Nbr of Spots	2	2	1800
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Greer Margolis Mitchell
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Barack Obama/ D/ President
Submission Number 765 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 42970	Campaign Ref: E:120912024
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1768	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06312947
Est./PO Number: 06312947	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	1		1	3000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

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Submission Number 765 Issue 1



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Original

Client: Barack Obama/ D/ President Submission Cost: 42970 Campaign Ref: E:120912024
Buyer: .. Client/Product/Estimate: 95 /101 /1768 Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12 Weeks: 2 Order Ref: 06312947
Est./PO Number: 06312947 Contract type: Political Business Type: POLITICAL
Associated Copies: No Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
21	Sat 6p NewsS.	03	700	30 Comme		1	1	700
22	Sat 7p Entertainment TonightS.	03	650	30 Comme		1	1	650
23	Sat 9a NewsS.	03	300	30 Comme		2	2	600
24	Sun 6p NewsS	03	750	30 Comme		1	1	750
25	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1		1	5000
26	Sun 8a Today ShowS	03	500	30 Comme	1		1	500
27	M-Su 11p News ..TF..	03	1250	30 Comme	2		2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme		1	1	2000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Grand Totals			
		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	48		45
Cost	42970		37170
			5900

Grand Totals: _____

Spots:	48
Gross Total:	42,970.00
Commission:	6,445.50
Net Total:	36,524.50